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TITLE: Method for constructing and providing user profile on
              internet and advertising method using therof

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PATENT-FAMILY:

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BASIC-ABSTRACT:

NOVELTY - A method for constructing and providing a user profile on Internet
and an advertising method using thereof are provided to construct a user
profile by collecting cookies and reference values, when an Internet user
having a unique user ID issued from a member company web site accesses the
site, and analogizing the user's behavior characteristic, age, specialty,
purchase type, based on the collected cookies and reference values.

DETAILED DESCRIPTION - If an Internet user(210) accesses a web site(201a-201n),
the web site transmits contents to him. The user(210) requests a user profile
construction server(220) to transmit an advertising image to an advertising
tag. At this moment, the user(210) transmits a reference value and a cookie to
the user profile construction server(220). The user profile construction
server(220), analyzing the reference value and the cookie, constructs a user
profile and stores the constructed user profile in a user profile
database(230). Referring to the user profile database(230), the user profile
construction server(220) selects an advertisement suitable for the user(210)
and transmits the selected advertisement to him. In case that the Internet
user(210) has accessed the web site for the first time, the user profile
construction server(220) transmits a cookie containing a user ID to the
user(210).

CHOSEN-DRAWING: Dwg.1/10
TITLE-TERMS: METHOD CONSTRUCTION USER PROFILE ADVERTISE METHOD
DERWENT-CLASS: T01
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